

EMPOWER PHE FAQ

Thank you for your support in championing healthy, active kids and healthy schools!

The EMPOWER PHE Frequently Asked Questions (FAQ) aims to help Ambassadors answer some of the common questions they may face with prospective donors.

Who is PHE Canada

Established in 1933, Physical and Health Education Canada (PHE Canada) is a national charitable association championing healthy, active kids by promoting and advancing quality physical and health education opportunities and healthy learning environments. PHE Canada supports school community champions with quality programs, professional development services, and the necessary resources to inspire all to live healthy, physically active lives.

What is the EMPOWER PHE Program

The EMPOWER PHE Program is PHE Canada's fundraising effort to build financial support for the PHE Empowerment Fund, which helps build capacity to support healthy, active kids and healthy school communities across the country.

What is the PHE Empowerment Fund

The PHE Empowerment Fund is PHE Canada's granting program, providing financial support to deserving recipients to address systemic and programmatic barriers to the delivery of quality physical and health education and the establishment of healthy, active schools.

What Will Donations/PHE Empowerment Fund Support

While the PHE Empowerment Fund will support a variety of initiatives, all funds will support four overarching themes for deserving students, teachers, and school communities:

- Establishing Healthy, Active Schools – physical activity equipment, physical activity programs (recess, intramurals), active transportation infrastructure, healthy eating programs, mental health support initiatives.
- Advancing Physical and Health Education – quality PHE programs, research to practice, knowledge mobilization, and advocacy.
- Building Capacity of PHE Educators – in-person and online professional development.
- Fostering Next Generation PHE Leaders – scholarships and student leadership grants.



Will I Get a Tax Receipt

Definitely. Tax receipts will be issued electronically. Online donations will receive tax receipts immediately, while physical donations will require up to 1-3 weeks to process.

How Do I Become an EMPOWER PHE Ambassador

Anyone can become an EMPOWER PHE Ambassador. If you are passionate about healthy, active kids; value the importance of quality physical and health education and healthy school communities; and want to make an impact ... then you are set to be an [EMPOWER PHE Ambassador](#).

What is the Issue / Why is this Important

Addressing young people's health and well-being when they are young is fundamental to establishing and maintaining health over the life course. Schools provide a natural and ideal setting to reach and impact Canada's children and youth equitably, regardless of a child's culture, geography, ethnicity, socio-economic background/status, sex, gender, sexual orientation, or ability.

Unfortunately, physical and health education and healthy school practices are often overlooked in many school communities. The research shows:

- Lack of PHE Specialists - Only 39% of Canadian schools reported that those most often responsible for teaching physical education classes are specialists. Secondary schools are more likely to report exclusive use of physical education specialists than elementary schools (53% and 31% respectively) (Cameron, Craig, Coles, & Cragg, 2003)
- Lack of Time in the Timetable - Only 37% of 5- to 11-year-olds and 36% of 12-17 year olds in Canada receive the recommended 150 minutes of physical activity per week during class time at school, according to their parents (2016-17 CHMS, Statistics Canada)
- Lack of Emphasis - 43% of school administrators noted competing emphasis on other subjects as a considerable barrier to the delivery of physical education and activity. (CFLRI, 2015)
- Lack of Support/Resources - four major challenges that are perceived to be impeding a productive recess: 1) social conflict, 2) lack of activities, 3) lack of equipment, and 4) minimal staff support. (McNamara, 2013)
- Lack of Equity and Diversity – “Physical education has repeatedly been shown to align with and reinforce particular types of hegemonic discourses that privilege a narrow group of (white, middle-class, motor-skilled, masculine) students.” (Penny, Jeances, O’Conner, Alfrey, 2017)

PHE Canada's [Empowerment Fund Program](#) aims to address these and the numerous other identified barriers to the delivery of quality physical and health education and establishment of healthy, active schools.